

CRISIS TEXT LINE |

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HOLIDAY IMPACT PRIZE ANNOUNCES CRISIS TEXT LINE AS 2024 HONOREE

Award presented by two-time Pulitzer Prize winner and New York Times columnist Nicholas Kristof raises millions and recruits volunteers for featured nonprofits for the sixth year in a row.

NEW YORK—November 22, 2024— The annual [Holiday Impact Prize](#) has announced Crisis Text Line as a 2024 honoree for helping to change and save lives every day. Crisis Text Line provides free, 24/7 text-based mental health support through trained volunteers, supporting over 10 million conversations since its 2013 launch. Crisis Text Line is recognized as this edition’s suggested volunteer opportunity which has been shared with all readers of Kristof’s column and supporters of the Prize’s campaign.

The Holiday Impact Prize is presented by two-time Pulitzer Prize winner and *New York Times* columnist Nicholas Kristof and supported by Focusing Philanthropy. The award has helped raise the profiles of organizations that are making a difference on the very issues Kristof covers in his journalism—health, education, climate, human rights, and women’s rights, both in the United States and around the world. Since 2019, the Holiday Impact Prize and the special edition [C-19 Impact Initiative](#) have together raised over \$42 million and recruited over 4,600 volunteers for the organizations featured. For more information, read Kristof’s holiday giving [column](#) in *The New York Times*.

“Our volunteers are true heroes! Trained to engage with texters with warmth and empathy, they de-escalate crises and guide people towards safety and actionable steps,” said Dena Trujillo, CEO at Crisis Text Line. “In doing so, they empower texters with new tools and coping strategies. Volunteering not only helps texters but profoundly impacts our volunteers and those around them. Thanks to Nicholas Kristof for highlighting our work—this recognition allows us to reach even more individuals in need, and with additional volunteers, we can broaden our impact—offering hope and saving lives,”

Crisis Text Line’s trained volunteer Crisis Counselors bring texters from a hot moment to a cool calm through nonjudgmental support and empowers each texter to use their own strengths and coping strategies. Individuals seeking mental health support can text HELLO or HOLA to 741741 to be connected to a live, trained volunteer.

“We have a mental health crisis in the United States that often seems overwhelming—but there is a way to make a difference, no matter where you are. Crisis Text Line volunteers offer virtual mental health support via text—a method that feels natural, private, and accessible, especially for young people. These trained and professionally-supported volunteers provide relief, de-escalation and a path to stability,” said Kristof.

Since 2009, Kristof has written an annual “holiday gift guide” column to bridge a philanthropic gap: readers who wanted to help but didn’t know how, and heroic individuals and organizations who desperately needed resources but were off donors’ radar. In 2019, Kristof introduced his Holiday Impact Prize as a way to increase support and create a more ambitious campaign.

“This giving season, we can reflect on a time where generosity can make an especially profound impact. I’m thankful for our readers and supporters who have made the Holiday Impact Prize a huge success, allowing us to uplift organizations who are working tirelessly to help people around the world,” said Kristof.

Anyone looking to join in and make a difference can sign up to volunteer or donate through January 31, 2025 by visiting Crisis Text Line’s volunteer website [here](#).

About Crisis Text Line

[Crisis Text Line](#) is a nonprofit organization that provides free, 24/7, confidential text-based mental health support in English and Spanish. Since its launch in 2013, we have supported over 10 million conversations in the United States and 14 million globally together with our affiliates in Canada, the UK and Ireland. Crisis Text Line’s more than 75,000 trained volunteer Crisis Counselors bring texters from a hot moment to a cool calm through nonjudgmental support and empowers each texter to use their own strengths and coping strategies. We are committed to creating an empathetic world where nobody feels alone. Individuals seeking confidential support can connect with us via text, web chat and WhatsApp. To be connected to a live, trained nonjudgmental volunteer Crisis Counselor, text HELLO to 741741 or 443-SUPPORT in WhatsApp or text HOLA to 741741 or 442-AYUDAME in WhatsApp for Spanish or connect with us via [web chat](#). Visit Crisis Text Line on [LinkedIn](#), [Instagram](#), [Twitter](#) and [Facebook](#). Additional information, including how to become a volunteer or how to support Crisis Text Line through donations or partnerships, is available at www.crisistextline.org.